IFA International is a powerful media companion and decision-making tool for trade visitors, helping them to set their show agenda and to get the "big picture" of the main trends, innovations and opportunities. Contact our editorial team to plan ahead with themes and interviews.

* HEADLINE NEWS: The biggest stories of the day of interest to international trade visitors, including major product launches, announcements, debates and keynotes, visits by state officials, etc.
* MARKET AND TECHNOLOGY TRENDS: Important new industry trends and interviews with leading analysts.
* VISIONARY INTERVIEWS: Given the calibre of many of those presenting conferences & keynotes, where possible we not only give a précis of their conference, but also field some exclusive comments that are more specifically destined to our readers.
* CONFERENCE SPOTLIGHT: As trade visitors hop from one stand to another, they no doubt regret not being able to attend some of the top major conferences. We cover all major conferences of interest for international trade visitors.
* REGIONAL PRODUCT SPOTLIGHTS:

 • Preview edition: Taiwan

• Day 1: Korea

• Weekend: German Speaking Countries

• Day 4: China

• Day 5: North America

• Day 6: Japan

* PRODUCT TRENDS: We highlight the most innovative new products at the show and present each one’s three Unique Selling Points. This pre-analysis allows buyers to gain a simple and synthetic overview very rapidly.
* BUYERS’ GUIDES: Each day, trade visitors at IFA are offered a highly synthetic “buyers’ guide” in a number of major product segments. In this way, IFA International is even more useful as a purchasing tool & media companion for buyers, providing them with the ultimate guide on “what sells in 2015/16”.
* GREEN PAGE: New ideas, initiatives and products aiming to reduce our impact on the planet
* TRADE NEWS: Exclusive interviews and news from the leading Trade organisations at IFA.
* THE DEAL MAKERS: Key buyers at IFA give their personal views and opinions about why they’re here, what they’ve seen that interests them the most, and what product trends they find to be the most important.
* PRESS CORNER: Top journalists at IFA explain why they’re here and what their personal “IFA highlights” are
* STAND OF THE DAY: Highlight your stand through a 1 page photo report!
* THE DESIGN PAGE: Exclusive Spotlight on your design philosophy.
* WHERE TO GO IN BERLIN: A definitive guide on where to go out in Berlin to make visitors feel much more “at home” in this exciting city.